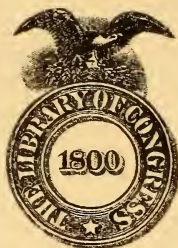


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# ADVERTISING

## Questions and Problems

By

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SECRETARY OF

THE HOMER W. HEDGE ADVERTISING AGENCY

NEW YORK



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# QUESTIONS

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## CHAPTER I.

1. What was the early attitude toward the rise of the science?
2. Name and define the science most valuable to the advertiser.
3. What physical characteristics are common possessions of all people and what would this seem to indicate?
4. How does desire associate itself with our sense experiences?
5. There are two senses not commonly classified in physiology; name them.
6. Does memory ever serve to lessen the effectiveness of an advertisement? Explain.

7. Enumerate the possible ways of suggesting smell in an advertisement.
8. In what way has the life of Helen Keller benefited science?
9. About to advertise any food product, how and what senses would assist in appealing to people?
10. Show how certain kinds of businesses are built up by development or an appeal to a single sense.

## CHAPTER II.

1. How can you produce a pleasing effect regarding the form of an advertisement?
2. What is meant by symmetry?
3. Send in an advertisement cut from a magazine, showing unity and proportion.
4. Discuss the differentiation between unity and symmetry.



5. What is the effect of a border on an advertisement?
6. What combination of elements produces an artistic effect in advertising?
7. Discuss the advantages of a coupon in an advertisement.
8. Send in an advertisement showing a tasteful border.
9. Of geometrical figures in advertising, which are the most effective?
10. Discuss the advantages or disadvantages of a border on figure No. 5 in this lesson.

### CHAPTER III.

1. What is the value of instincts to an advertiser?
2. State the difference between a habit and an instinct.
3. Describe some advertisement which tends to arouse the instinct of self-preservation.

4. In how many different ways has the advertiser employed the instinct of curiosity?
5. In what does the beauty of an advertisement consist?
6. What is the danger of too artistic an advertisement?
7. Send in three advertisements which are direct appeals to our social natures.
8. Is it necessary that an illustration be employed to arouse any of our instincts? Prove your statement.
9. What is the value of an advertisement with the word "Free" in it?
10. What is the importance of passing events to the advertiser? Show by example the value of this interest in life.

## CHAPTER IV.

1. Name four advertisements which you remember and explain why they remain in your mind.
2. In observing the principle of repetition to make memory possible, what danger is likely to arise? How can this be overcome?
3. What effect has poetry in advertising had upon yourself? What are its dangers?
4. Name three ways in which intensity may be obtained.
5. Describe an advertisement which to you is poor because of its disobedience of the law of association.
6. What is the value of "Ingenuity" to the advertiser?
7. Name and define the four methods of insuring a good memory.

8. What is the peculiarity of "image making" to be considered by the advertiser?
9. What kind of imagery do you yourself excel in? Give your reasons.
10. What sense seems to be most important for the advertiser? Explain.

#### CHAPTER V.

1. Define imagination.
2. What human attribute is nearest associated with imagination?
3. Name the different kinds of imagination.
4. What is perhaps the greatest danger of "Sunny Jim" advertisements?
5. Explain the difference between art for art's sake and commercial art.
6. What imaginative advertising characters can you remember? Why do you think you remember them?

7. What is the relationship between suggestion, imitation and imagination?
8. How does the presentation of an entirely new thing affect the mind? What danger is there in that for the advertiser?
9. Discuss the illustration in its relation to imagination.
10. What is the difference between mechanical and constructive imagination? Apply it to advertising.

## CHAPTER VI.

1. Name four sources of our desires.
2. State the difference between interest and self-interest.
3. Name the steps leading from non-desire to possession.
4. Describe an advertisement which attempts to arouse self-interest. How is it done?

5. What is the difference between habit and instinct?
6. How would an advertisement appealing to instinct differ from one appealing to habit?
7. Show the relation between the instinct "Something for Nothing" and habit.
8. Name the desires in your own city or community which are local rather than general.
9. Define inhibition.
10. Discuss the factor producing inhibition most serious to the advertiser.

## CHAPTER VII.

1. Show the relation existing between attention and will.
2. What two general classifications of will can be made? Give an example of each from your own experience.

3. Name the three factors involved in the fifth type of will or deliberate action.
4. What does a voluntary act always imply?
5. Name the different temperaments.
6. In advertising, how would an appeal to the sanguine class differ from one to the melancholy type?
7. To which types do you think women belong? Why?
8. In placing an advertisement in any magazine, how would the question of temperament enter?
9. What elements tend to inhibit the action of will? Give an example from your own experience.
10. Point out the changes of a single life with regard to the changes of appeal possible.

## CHAPTER VIII.

1. How would you explain the meaning of attention to a friend?
2. What factors seem to give attention value to a friend?
3. Name the three steps to be taken in educating people into an appreciation of a new article.
4. Discuss the relative importance of different-sized advertisements from the standpoint of attention.
5. What methods are suggested to force the attention of people?
6. Show the relation existing between attention, orientation and exploitation?
7. What general principles are stated which add to the attention value of an object?
8. What do the line illusions of this chapter show for the advertiser?



9. Name two kinds of attention necessary in the reading of an advertisement?
10. What relationship exists between sight and other senses for attention? Give an example.

### CHAPTER IX.

1. What is the importance of type in advertising?
2. In choosing type for an advertisement, what is the first element to be considered?
3. Define the following:
  - (a) Roman type
  - (b) Italic type
  - (c) Lower case
4. Where are each of the three just mentioned most frequently used?
5. Define the following:
  - (a) Proof
  - (b) Point system
  - (c) Lead

6. Which strikes you as being more effective:  
white type on a black background or  
black type on a white background?  
Why?
7. What danger is likely to rise in the use of  
two or more advertisements on the same  
page containing white type on a black  
background?
8. Do you think script advertising effective?  
Give your reasons.
9. Define the following:
  - (a) An em
  - (b) An en
  - (c) Metal furniture
  - (d) A quadrat
10. Select a single page of magazine advertise-  
ments and criticise the same from a type  
standpoint. (Be sure to send in the page  
with your criticism.)

## CHAPTER X.

1. What is the relation existing between the illustration and the text of an advertisement?
2. Name the characteristics of the best illustration.
3. How would you detect a zinc etching from the various illustrations found in a magazine?
4. How would you detect a half-tone?
5. What is the purpose of the electrotpe?
6. Newspapers employ stereotyping. In what way can they aid the advertiser?
7. Define engraving.
8. How does the four-color process differ from the three-color process?
9. How would you go about decreasing the size of an advertisement for publication?
10. What dangers are there in the use of illustration?

## CHAPTER XI.

1. Think of some friend who has what you call personality. What forces in his life unite to create this judgment?
2. What is the fundamental basis for the realization of personality?
3. Are there kinds of work where personality is not greatly needed? Explain.
4. Why is personality necessary to the advertiser?
5. What is meant by "individuality" in advertising?
6. Name four concerns whose advertisements have impressed you as being individualistic.
7. Describe the elements of one advertisement whose series have impressed you as being individualistic.
8. Explain variety in individualism.

9. What relationship should exist between a man and his work?
10. What does the work of the successful artist show?

## CHAPTER XII.

1. Wherein does description differ from exposition?
2. What is the value of a demonstration compared with the written advertisement of a thing? What are the limitations of each process?
3. State the importance of action in an advertisement.
4. What is meant by the climax of any advertisement?
5. Select three good examples of authority. Select three poor ones.
6. Discuss the importance of authority.

7. What kinds of business would employ exposition? Why?
8. What is the difference between argumentation and persuasion?
9. Select an advertisement which is argumentative and show how it could be improved upon.
10. Which attitude of mind is common to most people? Why?

### CHAPTER XIII.

1. Describe two advertisements, one of which is abstract or general in its appeal, the other concrete or specific. Which is the more effective and why?
2. State and illustrate two principles which secure vividness in the description of an object.
3. What might be meant by the expression, "A pictorial figure of speech?" What is its advertising value?

4. Glance through a magazine and select six examples where different feelings are aroused. (Three illustrations and three written.)
5. What is the difference between exposition and description?
6. In advertising, under what conditions would exposition be employed?
7. Explain "coherence of an advertisement."
8. Why should repetition within the same advertisement be effective? State the dangers in its use.
9. State three ways of securing clearness in exposition.
10. What is the difference between an advertisement argumentative in nature and one persuasive?

## CHAPTER XIV.

1. Name and define two qualities of good style.
2. How does the business man's style of writing differ from that of the literary man?
3. What elements combine to make the advertisement of Elbert Hubbard an effective one?
4. What is the best way of improving one's own style of writing?
5. Name the figures of speech important for the advertiser.
6. What is your judgment regarding the value of poetry in advertising? Its dangers?
7. Give an advertising example of an allusion, alliteration.
8. What is meant by "the mechanical arrangement of words" in an advertisement?



9. There is a psychological reason for the use of short paragraphs in advertising. State it.
10. Comment on the vocabulary of the advertiser.

#### CHAPTER XV.

1. What is a trade-mark?
2. What are the characteristics of a good trade-mark?
3. What is the importance of punctuation to the advertiser?
4. Name four factors to be considered in making any advertisement.
5. What is meant by the vocabulary of any particular business?
6. Name the necessary steps to obtain a trade-mark.

7. Recall from memory three trade-marks.  
Why do you remember them?
8. Discuss the value of a trade-mark.
9. Examine five advertisements of tooth paste.  
Select a vocabulary of ten words peculiar to that business. Select five accurate uses of words.
10. Select four accurate uses of punctuation which are effective. Now choose four examples which, according to the English critic, are incorrect but which are exceedingly effective in the advertisement selected.

## CHAPTER XVI.

1. What is meant by the expression "ethics of advertising"?
2. Name three conditions existing in the advertising world which are unethical.

3. To what extent might a person imitate others without stealing?
4. Do the advertisements of Shannon and Kirschbaum seem to warrant indignation on the part of either?
5. If one firm is discovered infringing upon another's advertising and both are found to have appeared simultaneously, how do you think the issue should be settled?
6. The word "hump" was originally used in connection with a hook and eye. Another company began advertising a hair-pin, using the same name. The case came to court. How would you settle it? Why?
7. The above case was compelled to consider two fundamental questions. State them.
8. What is the greatest objection to an advertisement like the one gotten out by the Butterick people?

9. Under what circumstances might the Butterick advertisement prove effective as it is, and which would do away with any and all criticism?
10. Cite any advertising instance familiar to you which involves the idea of ethics.

## CHAPTER XVII.

1. Upon analyzing the illustrations of show-window display at the end of this chapter, what elements have been observed?
2. What qualities must a window dresser possess?
3. What relationship may exist between the window display and the paper advertisements?
4. What relationship should exist between the window display and the store itself?
5. Mention the staff of the people engaged in the window dressing of a department store.

6. Name the different seasons and dates which make possible a constant change of display.
7. How is repetition of displays avoided from year to year?
8. What three ways are there of estimating the commercial value of a display?
9. Analyze Christmas as a season for window-display possibilities.
10. Describe two well dressed windows in your locality. Why are they good? Describe two poorly dressed windows. How could you improve them?

## CHAPTER XVIII.

1. Describe briefly the routine of an advertising day.
2. Of whom does the advertising force consist?

3. What is the system for insuring accuracy of news presented to the public?
4. What equipment does an advertiser need?
5. Why is newspaper experience important?
6. What are the four indispensables in an advertiser's mental equipment?
7. Why will good ordinary writing not serve for an advertisement?
8. Why is familiarity with the thing advertised important?
9. Give an instance of good advertising and tell why variety of method is important.
10. What part does the personality of the entire store play in advertising?

## CHAPTER XIX.

1. How does unique advertising differ from novelty advertising?
2. What would you say to be the real purpose of unique advertising?

3. What instincts are ordinarily brought into play by this kind of advertising?
4. What instincts are aroused in "Our Country Ancestry"?
5. Outline the different factors that showed a preparation of "The Wreck."
6. Name the different kinds of business which might more profitably employ unique advertising.
7. What are the possibilities of the moving picture in the advertising realm?
8. Describe some unique advertising feature of your locality.
9. What factors permit of unique advertising to the traveling public?
10. Describe a unique advertisement which employed a show window. Was it effective? Why?

## CHAPTER XX.

1. What would you say to be the real purpose of novelty advertising?
2. What three novelty advertisements have appeared in your vicinity? Were they effective? Why?
3. What is the effect of giving things away?
4. What classes of people are most affected by "premium offers"? Who are not affected?
5. What seasons are best for novelty advertising and why?
6. When an article is to be given away, what factors must one consider?
7. What kind of novelty giving might prove an injury to the one giving?
8. Describe and analyze one of your own experiences of novelty advertising, giving:



- (1) A description of the article.
- (2) Its manner of presentation.
- (3) The effect upon you.
- (4) The effect on others.
- (5) The effect upon the giver.

## CHAPTER XXI.

1. Name three factors which seem to be most important in arranging the cover of a booklet.
2. What can you say about the introduction of a booklet?
3. Show the relationship that should exist between a circular, a booklet and a catalog.
4. What are the important points to be remembered in the making of a catalog?
5. State four important factors to be considered in the making of post cards.
6. Explain the purpose of a "dummy." What should it contain?

7. Why is the subject of color an important one for the advertiser?
8. Discuss the color red for a booklet. What kind of a business would justify its use?
9. Name the different kinds of booklets imaginable.
10. What can you say regarding the ways and circumstances governing the sending of this kind of advertising literature?

## CHAPTER XXII.

1. Define the "pulling power" of a letter.
2. Compare the old idea of a business with the modern.
3. Name the qualities to be possessed by a good letter writer.
4. What is the relationship existing between the letter and the advertiser?

5. Name and define the different kinds of business letters.
6. What should a study of inquiry letters reveal?
7. What factors enter to determine the good form of a letter?
8. Name the processes of reproducing a letter.
9. Define a form letter. What care must be exercised in its use?
10. Name the three qualities of style to be insisted upon in the writing of any business letter.

### CHAPTER XXIII.

1. How does mail order advertising differ from general advertising?
2. What is the relationship between the mail order department and salesmanship?

3. Classify the kinds of mail order advertisers.
4. Name the different factors likely to influence the mind in the purchase of goods through a mail order house.
5. What is meant by the keying of an advertisement?
6. What are the accessories of the mail order advertisement?
7. What do we mean by the follow-up system?
8. What might be three excellent talking points of the mail order business?
9. Certain letter principles must be adhered to in mail order correspondence. Name them.
10. State the possible prevailing difficulties to be overcome by mail order advertising.

## CHAPTER XXIV.

1. Define a "trade journal."
2. What is the state of mind of the average retailer as he glances through his journal? The same man and the newspaper?
3. What is perhaps the present estimate of trade journals?
4. What are the possibilities of a good trade journal? Give your reasons.
5. There is a certain danger in trade journal advertising. State it, and offer a remedy.
6. What is the relationship between a trade journal and the traveling salesman?
7. Outline the contents of an ideal trade journal. (The Jeweler's Magazine.)
8. There are certain type displays which are poor. What are they?

9. What is the importance of illustrations in trade journal advertising?
10. What underlying principles must the editor of this kind of a journal follow?

## CHAPTER XXV.

1. Analyze the newspapers or paper of your place with respect to the following:
  - (a) Classes of people.
  - (b) Largest circulation.
  - (c) Classified advertising.
2. Is the evening or the morning paper more effective? Why?
3. If you wished to advertise in a newspaper over a period of eighteen days, inserting copy seven times, what would be your procedure? State the principles upon which you would work.
4. What is the danger of repetition in newspaper advertising? Comment regarding position.

5. There is a general theory underlying advertising in juvenile papers. State it.
6. How would an advertisement for a child differ from one for an adult?
7. What two differences are noticeable between newspaper and magazine advertising? How do they aid each other?
8. What magazines have impressed you as being excellent advertising mediums? Why?
9. State the fundamental differences between bill-board and electric sign-board advertising.
10. What is the difference between street-car advertising and bill-boards?

## CHAPTER XXVI.

1. What is the importance of studying the system employed by an advertising agency?

2. Discriminate between general and local advertisements from an agency's standpoint.
3. What advantages are to be attained from the agency superior to the newspaper?
4. Define the duties of the checking clerk.
5. Name the two most important men in an advertising agency. Why?
6. Outline the duties of the manager.
7. What is the significance of the several daily issues of a city paper to the advertiser?
8. Advertising accounts are often difficult to collect. Why?
9. Define a "puff."
10. Describe or send copies of two puffs pertaining to merchandise. Why are they good or bad?



## CHAPTER XXVII.

Write a composition in which you enumerate the various principles observed in this campaign. Be critical also and make such suggestions as would improve it. In your analysis refer to the principles as outlined in our lessons.

## CHAPTER XXVIII.

1. What is the difference between an advertisement and a salesman?
2. In what way is it possible for these two forces to assist each other?
3. What difference in personality might exist between a successful advertisement writer and a salesman?
4. Many retail clerks of our department stores are quite inefficient. Suggest a remedy.
5. How does mail order advertising differ in salesmanship qualities from general advertising?

6. What method is pursued by many manufacturers to compel the sale of their goods to retailers?
7. Does co-operation or competition result in greater sales? Explain.
8. Which is the more effective, personal salesmanship or advertising? Why?
9. In what sense may we all be said to be real salesmen? In what sense is everybody an advertiser?
10. Give your own definition of salesmanship as suggested by the entire course.

## PROBLEMS

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In drawing up the advertisements for this course, neatness, precision and clearness are to be insisted upon. Before constructing an advertisement, decide upon its size, and the relation that shall exist between illustration and text. Then in the solving of each problem always consider the principles of previous lessons as well as those under immediate consideration. The course is thus evolutionary in nature. Whenever practicable, each problem will consist of three parts, (a) an original with illustration, (b) an original without illustration, (c) an example of a poor advertisement taken from some magazine.

In handling illustrations you are not expected to draw them unless this comes natural to you. Merely describe what you have in mind such that an artist will be able to catch the idea for reproduction. Or take a clipping

from a magazine and describe the changes to be made enough to bring out your own idea.

Each answer is to be written on a separate page.

The student is asked now at the very beginning of the course to answer as many different kinds of advertisements as possible in order that he may have the material on hand to serve him in solving the problems pertaining to letter writing, booklets, etc.

It is also advised that the student read each problem entirely through before attempting a solution. Often the parts are interdependent, each suggesting that which should result in a more satisfactory advertisement.

## PROBLEM 1.

(a) Formulate a quarter-page advertisement selling a perfumed bath soap. Suggest a picture in which the idea of smell is aroused.

(b) Write an advertisement in which the idea of melody is impressed. This will require an accurate use of words.

(c) Select an advertisement which you consider poor in its appeal to any one of the senses. Criticise and suggest improvements.

## PROBLEM 2.

(a) Suggest an advertisement for shoes whose appeal is to habit or custom.

(b) Take "White House" coffee as a product and outline an appeal to as many instincts as possible. With and without illustrations.

(c) Select an advertisement which has employed the word "Free" inadvisedly. Give your reasons. Now change the advertisement, retaining the use of "Free" so that the effect is honest and convincing.

## PROBLEM 3.

(a) Prepare a street-car card advertising kitchen utensils employing ingenuity to aid the memory. Now change the same so that an impression is made through association. This may be with or without illustration.

(b) Get some colored paper and combine such ones as will force the article's attention through intensity. Explain what you think will be accomplished. Let there be an associated feeling between color and the article itself. This may be with or without illustration.

(c) Select a street-car advertisement, describe it, and enumerate the images which have been aroused in its reading. Select a poor one, describe it, and make suggestions for improvement.

## PROBLEM 4.

(a) An old lady is the maker of excellent preserves. Several young advertisers have offered to back her in getting them upon the market. Outline an imaginary advertising

campaign enumerating what factors you think should be considered.

(b) Imagine an entirely new article on the market. What suggestions would you make that might prove effective in gaining the attention?

#### PROBLEM 5.

(a) Prepare copy for a wash machine suggesting an illustration where desire has not been aroused. Let it be for a half-page magazine.

(b) Prepare an advertisement without an illustration, appealing to people who have desire but are using an antiquated machine.

(c) Select an advertisement which seems to have inhibitive qualities in it. Give the reasons for your criticism and make suggestions for an improved copy.

#### PROBLEM 6.

(a) Turn hastily the pages of some magazine. Now recall some one. Search for it.

What other advertisement or advertisements are on the same page? What would you do with the unobserved one to add to its intensity?

(b) Select an advertisement which you think to be an appeal to women. How would you change the tone of it to appeal to men?

(c) Select two small advertisements which represent an appeal to different periods of life.

(d) Select an advertisement which has inhibiting qualities within itself. Suggest an improvement.

#### PROBLEM 7.

(a) Compose a newspaper advertisement for baking powder. It is to be one-fourth of a page and is to consist of two illustrations and reading matter. Describe the illustrations. Now draw the outline of the advertisement, indicating your regard for the principles of orientation and exploitation.

(b) Select a newspaper advertisement whose attention value would be increased by an effective border. Add the border and describe the



effect. Select one with a border which you think would be greatly improved without it.

(c) Prepare new copy or improve one of those full-column advertisements found in *The Ladies' Home Journal*. Especially regard orientation and exploitation.

#### PROBLEM 8.

(a) Copy No. 4, the corrected copy, leaving a margin of two inches all around your paper. Then following the "dirty" copy make corrections for the printer.

(b) Compose a magazine full-page advertisement for a clothing house in which different kinds of type, spacing, etc., are indicated.

(c) How many words, six-point type, leaded, can be gotten on the full page of *Everybody's Magazine*?

#### PROBLEM 9.

(a) Select the half page of a newspaper advertisement and decrease its size for a magazine page which you yourself select.

(b) Through correspondence with the proper people find the price of half-tones and zinc etchings. Your ability to find the names of these places is thus tested as well as your ability to get answers to your letters. It is excellent experience, much better than getting it from a book. This course differs from others in that it desires the student through his own initiativeness to get this kind of information.

(c) Select an advertisement which you consider poor because of an inappropriate illustration. Suggest a change for the better.

#### PROBLEM 10.

(a) Create a series of three advertisements for cranberries in which the same individuality runs throughout but containing variety. Appeal to a different sense in each instance if possible.

(b) Write an advertisement for rice which is without illustration and which seems to you to observe the principles governing individuality.

(c) Select two different advertisements of the same firm and point out wherein continuity of individuality is lacking. Suggest an improved style.

(d) Send a description of what to you seems to be the most individual advertising now appearing. Enumerate the points of universal interest appealed to.

#### PROBLEM 11.

(a) Write an advertisement for an insurance company where persuasion is employed. Change it into pure argumentation.

(b) Select an advertisement whose action has reached a proper advertising climax. Enumerate each step of the reader to see this.

(c) Select an advertisement the authority of which pleases you. Tell why. Now select one which is displeasing and tell why. Change it into a more pleasing form.

#### PROBLEM 12.

(a) Write an advertisement for a charcoal flatiron which is purely argumentative in

nature, without an illustration. It is to cover one quarter page of *The Ladies' Home Journal*. Observe most carefully the arrangement.

(b) Suggest a "pictorial figure" of speech for a "White House" brand of coffee which is selling quite extensively. It is a half page for a religious paper.

(c) Select a poor advertisement expository in nature and improve upon it.

### PROBLEM 13.

(a) Select an advertisement which seems too literary from the advertiser's standpoint. Now rearrange and change the expressions such as to create a business man's English. Observe carefully your mechanical arrangement of words.

(b) To test your ability as a poet, compose three appropriate stanzas for three different street-car cards of the same article. You may advertise "Agate Ware," "Radiola" (similar to Sapolio) or some fictitious brand of chewing gum.

(c) Select or compose an example of each of the following figures of speech. Then change these into ordinary English:

1. Metaphor.
2. Simile.
3. Personification.

#### PROBLEM 14.

(a) You have invented a milking machine. Prepare an appropriate trade-mark. Itemize the points which you think should be impressed by its use. Also select a catch phrase to accompany the advertisement. State just what difficulties you encounter in getting a satisfactory result.

(b) Prepare an appropriate label for some kind of canned goods. Combine color orientation and simplicity.

(c) Examine twenty different advertisements of books. Select forty words peculiar to the vocabulary of this particular business. Select five accurate uses of words. Now combine an appropriate trade-mark and catch phrase for

a publisher getting out standard and new books in excellent bindings.

(d) Criticise the trade-mark of some advertisement. Why is it not effective? Also search for a catch phrase which you judge to be poor. Improve it.

#### PROBLEM 15.

(a) The following article taken from *The Manufacturing Jeweler* presents a problem in which certain ethical principles are involved:

##### ONE KIND OF COMPETITION.

An article recently found in the trade press credited to *Hardware* is entitled, "Competition in Selling Silverware," and the author does some boasting of methods whereby he conjured the trade of jewelers in the sale of silverware at Christmas. One scheme was to buy a liberal stock of "fixed price" ware of a well-known brand, early in November, mark it 33 1-3 per cent. above the usual retail price, and make a big display without pushing its sale. Just before Christmas the goods were offered

at 25 per cent. discount, and as the public never heard of that brand being marked down, the goods were rapidly disposed of at regular prices. At another time, ordinary light plate spoons were advertised "for everyday use," a sugar shell thrown in with a sale of six teaspoons, and the whole disposed of at a round profit, to the great glee of the advertiser over the success of his "everyday use" placard. The sale of an ice spoon as a sugar sifter, to a customer who was unfamiliar with its use, is also noted with apparent approval as one of the results of doing business on the ginger pop plan, which the writer intimates is considered the proper thing in the hardware trade.

Such competition as this, while it undoubtedly cuts into the sales of an established jeweler without a remedy being apparent, may, in reality, be very easily met and conquered.

Suggest some remedy by which this kind of competition might be met.



(b) Write an advertisement without regarding price yet be true to the impression to be created. How could the tone of it be changed to injure its truthfulness?

(c) Select two advertisements ethically injurious to each other. Change one of them so as to make all possible criticism invalid.

#### PROBLEM 16.

(a) In a certain shoe store window there is a large jar filled with water, at the bottom of which are four "kids." One is a negro, another an Indian, another a Chinese, while the fourth is white. From time to time bubbles are seen to rise from the bottom of the jar. Likewise the kids, without any sign of order, sometimes singly, again together, etc., slowly arise to the surface of the water, remain there indefinitely and descend. The crowd is continuously large enough to block the passageway. There are always more men than women before this window. Analyze this display ad-



vertisement enumerating at least six points of universal appeal.

(b) A department store in your own city has advertised a sale of silk gloves of different colors. Suggest an appropriate window display and also an arrangement of goods on the counter within the store. Or you may select any other article that happens to strike your fancy.

(c) Think of the subject of common interest at this time. Suggest a display window for any kind of business which appeals to you. Be sure to show the relationship between the subject and the goods. Pay particular regard to the proper color scheme.

### PROBLEM 17.

Prepare a full-page advertisement for one of the department stores with which you are most familiar. Find out from your local paper the price of a page. Let your layout suggest:

- (1) Type.
- (2) Illustrations.

- (3) Arrangement.
- (4) Border.
- (5) Unity.
- (6) Orientation.
- (7) Forceful English.

Introduce whatever original matter you wish which might add to the general effectiveness of the page.

#### PROBLEM 18.

(a) You are a manufacturer of soap with a large stock on hand and which is not selling rapidly. A decision has been made that \$150 worth shall be given away with whatever additional amount will be found necessary in its distribution. What will be your method classified as unique which might bring this to pass?

(b) A florist has approached an advertiser asking for some unique way of improving his business. Imagine it to be the florist of your neighborhood. How would you answer him?

(c) Find some merchant in your community who is attempting unique advertising. Describe fully and make suggestions for improvement.

## PROBLEM 19.

(a) Suggest, giving your reasons, appropriate novelties for the following kinds of businesses:

- (1) Drug Store.
- (2) Grocery Store.
- (3) Clothing Store.
- (4) Furniture Store.
- (5) Art Store.
- (6) Sewing Machine Concern.
- (7) Hardware Store.
- (8) Jewelry Store.
- (9) Gas Company.
- (10) Wash Machine Company.

(b) A certain bakery in Pittsburgh give away a series of cards containing base-ball players, actresses, etc. One of the series is withheld but occasionally inserted so as to permit some one to secure a complete set, to whom is presented a gift. What factor needs to be carefully considered so as to insure satisfaction on the part of the public?

(c) What does the opinion seem to be regarding novelty giving in your community?

What are your own opinions with respect to novelty advertising? Give your reasons.

### PROBLEM 20.

You are the sudden possessor of 150 acres of land along the largest stream in a city of some eight thousand inhabitants. Imagine an advertising campaign to dispose of the lots in which the following form of advertising literature is to be sent:

- (a) The circular.
- (b) An appropriate folder—postal card.
- (c) A booklet.

This is an exercise showing your power of imagination to predict the future. Necessarily, argumentation or persuasion will enter into the campaign. Regard seriously the introduction, illustrations, color of ink and paper in harmony with the subject, arrangement, covers, etc.

An exercise of this kind tends to reveal your power of initiativeness and originality.

Let your dummy be as nearly perfect as possible.

#### PROBLEM 21.

(a) Imagine yourself and son about to start in the coal business. Establish a trade-mark, have a telephone number, have three offices in the particular city in which you are. Prepare an attractive and intelligent letter head.

(b) Write a letter to a woman who has inquired the price of a certain suiting. Arrange a suitable letter head.

(c) Among your letters received in answer to advertisements select one decidedly poor and make whatever improvements are advisable. Give your reasons.

(d) Find the names of the proper firms and, if possible, get the prices of reproduced letters.

#### PROBLEM 22.

(a) Write a very small mail order advertisement for a potato peeler. Now so arrange the

text and suggest addresses as to insure a perfect keying of four insertions to be made at the same time in different magazines.

(b) After securing the follow-up letters in answer to some advertisement, what false step do you think was taken? Suggest an improvement.

(c) What questions are likely to be asked in answer to your advertisement?

(d) Prepare a fixed letter in answer to one of these.

#### PROBLEM 23.

(a) After glancing through various trade journals at your disposal, select the poorest one and make such a rearrangement as you think would improve the paper.

(b) Outline an ideal furniture trade paper.

(c) Prepare an argument for furniture dealers stating why they should subscribe for the paper.

#### PROBLEM 24.

(a) Prepare copy for a newspaper, advertising "Radiola," a cleaning preparation similar

to "Sapolio." It is a natural dirt preparation and produces excellent work. Find out the price of the advertisement of the paper in your community.

(b) Prepare copy for "Radiola" to be inserted in some national magazine. Let these two advertisements illustrate the difference which may exist between these two kinds of advertising.

(c) Prepare the same for a juvenile paper.

(d) Prepare a bill-board advertisement for "Radiola" as well as suggesting an appropriate electric-light sign. Find out the cost of electric-light sign and bill-boards in your community.

#### PROBLEM 25.

You are manager of an advertising agency. The summer resort of S—— on a lake or the ocean has \$80,000 to invest in publicity. Outline your campaign, getting an accurate estimate regarding each kind of expenditure. Prepare a puff along different lines of publicity. State how often you will advertise, when, etc.

## PROBLEM 26.

Supposing that you are a manufacturer of automobiles and motorcycles; prepare a complete letter campaign which illustrates the various relations possible to exist. This will necessitate a study of automobiles and motorcycle advertisements for talking points and argument. Be careful in your selection of the best points and consistent in your reasoning. Let the letter from the manufacturer to the salesmen be persuasive, convincing and sympathetic. Introduce some novelty idea, if possible, to make the campaign more effective.

## PROBLEM 27.

Prepare a testimonial letter.









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